

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) : Houston, et al. Confirmation No. 7436  
Serial No. : 10/509,442 Examaminer : HOANG, Son T.  
Filed : 09/26/2005 Group Art Unit: 2165  
For : SYSTEM AND METHOD FOR REPORTING AND DELIVERING  
SALES AND MARKET RESEARCH DATA

**RESPONSE TO OFFICE ACTION**

Electronically filed on September 10, 2008

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is in response to the the Office Action dated June10, 2008.

Amendments to the claims begin on page 2.

**Remarks** begin on page 10.

Applicants submit concurrently herewith a Petition for a one-month extension of time for filing this paper, and authorize the Commissioner to charge the necessary extension-of-time fees to our Deposit Account No. 02-4377. With a one month extension, a response is due by September 10, 2008. Therefore, this response is timely filed.